



**USAID | HAITI**  
FROM THE AMERICAN PEOPLE

**SOLICITATION NO:** SOL-521-17-000009  
**ISSUANCE DATE:** March 28, 2017  
**CLOSING DATE/TIME:** April 27, 2017  
5:00 pm (Local Time)

**SUBJECT:** Solicitation for an offshore US Personal Services Contractor: Development Outreach Communication Specialist

Dear Prospective Applicants:

The United States Government, represented by the U.S. Agency for International Development (USAID), is seeking applications from qualified U.S. Citizens to provide personal services under contract as described in this solicitation. The place of performance for this position will be Port-au-Prince, Haiti.

Applications must be in accordance with Attachment I, Sections I through V of this solicitation. Incomplete, unsigned, or late applications will not be considered. Applicants should retain, for their records, copies of all enclosures accompanying their applications. Applications received after the closing date and time contained in this solicitation will be considered late and will **not** be accepted.

This solicitation in no way obligates USAID to award a PSC contract, nor does it commit USAID to pay any cost incurred in the preparation and submission of the application.

Any questions as well as submission of proposals in response to this solicitation must be directed to:

Elénita Lahens, HR Specialist  
USAID/HAITI  
Blvd. 15 Octobre, Tabarre 41  
Port-au-Prince, Haiti  
TELEPHONE NUMBER: 011-509-2 229-8000  
E-MAIL ADDRESS: [elahens@usaid.gov](mailto:elahens@usaid.gov)

Sincerely,

Sheila Samuels  
Sup. Executive Officer

**I. GENERAL INFORMATION**

- 1. SOLICITATION NUMBER:** SOL- 521- 17- 000009
- 2. ISSUANCE DATE:** March 28, 2017
- 3. CLOSING DATE/TIME:** April 27, 2017 (5:00 p.m. Haiti/Local Time)
- 4. POSITION TITLE:** Development Outreach Communication Specialist
- 5. MARKET VALUE:** \$88,136 to \$114,578 equivalent to a GS-14. Final compensation will be negotiated within the listed market value.

The standard compensation package also includes contribution for life and health insurance and contribution to FICA. If the selected candidate qualifies as an off-shore hire under USAID regulations, the employee will receive post differential approved for Port-au-Prince, Haiti, housing, international travel, shipment benefits, and other applicable allowances. If the selected candidate is a resident hire under USAID regulations (a U.S. citizen who, at the time of hiring as a PSC, resides in Haiti), then s/he will not be eligible for any fringe benefits (except contributions for FICA, health insurance and life insurance), allowances or differentials (AIDAR, Appendix D).

- 6. PERIOD OF PERFORMANCE:** The base term of the contract will be for one year, which may be extended upon mutual agreement and subject to satisfactory performance and availability of funds.
- 7. PLACE OF PERFORMANCE:** Port-au-Prince, Haiti.
- 8. CLEARANCES:** The selected candidate must be able to obtain a Security Clearance at the "Secret" level and a Medical Clearance within a reasonable period of time. If such clearances are not obtained within a reasonable time or negative suitability issues are involved, any offer may be rescinded.
- 9. AREA OF CONSIDERATION:** Off-shore U.S. Citizens.

**10. STATEMENT OF WORK:**

**(1) Purpose of Contract:**

USAID/Haiti is seeking the services of a USPSC to serve as a Development Outreach and Communications (DOC) Specialist to provide senior-level technical expertise to the



development and implementation of a communication strategy designed to educate diverse audiences on the work USAID/Haiti is performing to benefit the people of Haiti.

**(2) Introduction/Background:**

The United States Government (USG) is one of the largest donor countries in Haiti and USAID implements the largest program in the Western Hemisphere, managing a \$1 billion portfolio. The Mission has made a fundamental shift from humanitarian assistance to longer-term sustainable development, and works to strengthen Haitian Government entities, as well as local organizations - recognizing the leading role they must play in the country's development. USAID/Haiti is now drafting its first Country Development and Cooperation Strategy.

With a large development and humanitarian assistance portfolio (including responses to the 2010 earthquake and, more recently, Hurricane Matthew) and close proximity to the United States, Haiti receives a great deal of attention from the U.S. press, U.S. Congress and other stakeholders. The USG presence in Haiti also looms large in local media. The Specialist liaises with the U.S. Embassy's Public Affairs Section (PAS) to ensure consistency in messaging and strong coordination to further U.S. policy goals in Haiti. In addition, s/he coordinates closely with outreach staff in USAID's Latin America and Caribbean Bureau and the Bureau for Legislative and Public Affairs (LPA), both located in Washington, D.C.

USAID/Haiti's senior leadership team includes a Director and two Deputy Directors. The USAID Mission Director reports to the U.S. Ambassador in Haiti and to the Latin American and Caribbean Bureau in Washington. USAID/Haiti is the featured Agency for the implementation of USG foreign assistance programs under a "whole of government" strategy.

Office Directors provide leadership, guidance and oversight to technical areas, including, Democracy and Governance, Economic Growth and Agriculture, Infrastructure & Energy, Education, Food for Peace, and Health. The Office for Foreign Disaster Assistance also has a permanent presence in Haiti. These teams all have very active public events schedules and regularly rely on the Specialist and his/her team for a wide range of support to outreach activities.

Additionally, the Mission has four major support offices, including, the Executive Office, the Office of Acquisitions and Assistance, the Office of Financial Management, and the Policy Coordination and Program Support Office.

**(3) Statement of Duties to be Performed:**

**A. Development Outreach and Communication Strategy:**

The Specialist counsels the USAID Mission Director and senior USAID Mission Staff on all communication and outreach efforts. Develops and manages a comprehensive Development Outreach and Communication Strategy that promotes USAID/Haiti and all USG programs to internal and external audiences, ensuring public awareness of programs and projects being funded by USAID and other USG Agencies, facilitating information access and sharing within the entire US Mission to Haiti; and, strengthening Mission reporting functions to USAID/Washington, the Department of State, and the US Congress. The USAID/Haiti Development Outreach and Communication Strategy defines the role and objectives of USAID and USG assistance, and how information will be used to highlight the impact of



USAID and USG assistance to Haiti. The Specialist leads USAID staff and contractors in developing appropriate public information programs, oversees all USAID/Haiti branding, provides guidance to USAID staff and partners in their direct contacts with the media, and ensures a targeted, coherent, and consistent message from all USAID staff and partners. The intention is to substantially increase the effective use of multimedia to enhance the message of development throughout Haiti, through written and visual means. Additionally, as a senior official of USAID/Haiti, the Specialist serves as the lead for all official USAID/Haiti visitors, from the US Embassy, USAID/Washington, VIPs, etc. The Specialist manages and maintains site visit schedules, prepares briefing materials and scene setters, coordinates meetings and briefings with Implementing Partners (IPs), constituents, other donors, and officials; and, handles all logistics related to visits. It is fully expected that the materials developed by the Specialist will be used in US coverage of events in Haiti, and therefore geared toward a broad and experienced audience.

**B. USG Coordination:**

The Specialist assists the Embassy Office of Public Affairs (PAO), USAID/Haiti, and partners to achieve maximum exposure and understanding of USAID and USG humanitarian and development assistance efforts and initiatives; develops, designs, and implements the development communications and outreach strategy to increase understanding of, and support for, USAID/Haiti programs to external target audiences. The Specialist manages all development outreach and communications-related contracts for the implementation of the strategy – including the oversight and execution of the approved outreach campaigns; produces media-savvy clips and campaign slogans to ensure target audience awareness of programs/projects/activities funded by USAID/Haiti throughout the country; provides USAID/Washington and the Embassy with information on programs; advises Mission management and other USAID/Haiti staff on press and media relations; and, ensures a broadcasted, targeted, coherent, and consistent message comes from all USAID/Haiti staff and IPs.

**C. Development Outreach and Media Activities:**

The Specialist directs the preparation and maintenance of information packages on the USAID and USG programs in Haiti – with standard basic packages for differing purposes (media, the public, educational institutions, the Government of Haiti and district and local level governments, etc.), for briefings and for distribution to the public and the media; and, for USAID/Washington, the US Embassy, etc. The Specialist oversees the drafting of press releases on program successes, project inaugurations, and significant developments, and provides drafts to the PAO for dissemination, as appropriate; follows up with media to encourage and support coverage of public events; works with staff from throughout the Mission to develop and maintain public relations materials, to the extent possible in English, French and Creole, including fact sheets, brochures, newsletters, presentations, websites, and other visual displays on USAID programs/projects/activities and their objectives; distributes reports on field trips and assessments conducted by USAID staff; and, participates in field trips as necessary.

The Specialist represents USAID and the US Mission at a senior level in all matters pertaining to Development Outreach and Communication activities with the Government of Haiti, other donors, the UN, domestic and international media, and other groups and institutions; and, as appropriate, assists the Government of Haiti to build their capacity to manage public affairs and outreach activities. The Specialist is a creative agent for dissemination of important information through Government of Haiti intermediaries.

The Specialist manages, in coordination with staff, an ongoing multi-media outreach campaign that targets and informs specific portions of the Haiti public, including assisting in the design of Scopes of



Work (SOW) to be used in Requests for Proposals (RFP); may include participation in the evaluation and selection of parties to execute campaigns; and may include assistance in-kind to the Government of Haiti's contractors executing promotional campaigns.

**D. Press and Media Coordination:**

The Specialist monitors local and international press coverage for awareness of, and attitudes toward, USAID/Haiti and USG programs/projects/activities; provides feedback to inform USAID staff on ongoing activities and future programming; serves as lead for USAID/Haiti in contacting representatives of local and international media in Haiti, in order to promote story ideas and feature stories on USAID programs/projects; organizes media tours and facilitates contacts among members of the media and USAID/Haiti IPs, in order to encourage in-depth coverage of USAID/Haiti programs/projects/activities in the local and international media; organizes and coordinates press events for USAID/Haiti programs/projects/activities, such as inaugurations, ribbon-cuttings, and project completions, including writing press releases, organizing background briefings for the media, compiling and disseminating press packets, dealing with protocol issues, site selection, staging and logistical issues, identifying and scheduling speakers, providing liaison with US and local government officials, and on-site coordination of media; and, assists the media to ensure coverage of public events. With Government of Haiti partners, the Specialist travels to the field for familiarization with programs/projects/ activities, to capture success stories for dissemination through the website, outreach folders, and the media, and to coordinate media coverage. The Specialist responds to general inquiries from the public and media about USAID/Haiti and USG programs/projects/activities, practices, and other general information requests; and, maintains an archive of USAID press and media exposure articles for analysis and historical documentation, in an easily accessible database.

- (4) **Supervisory Relationship:** The incumbent will report to one of two Deputy Mission Directors, USAID/Haiti.
- (5) **Supervisory Controls:** The Specialist supervises one (1) USPSC and three (3) FSNPSC staff currently working on the Communication Team. On occasion the Specialist will supervise other Mission staff tasked to support important outreach efforts for VIP's, Government of Haiti visits, and embassy-generated outreach efforts.

**11. PHYSICAL DEMANDS:** Work in the office is expected to be office structured, but travel outside Port-au-Prince is a part of the assignment and always requires USG Regional Security Officer (RSO) approval. Travel to the field is physically demanding, including transport on unpaved roads and rudimentary conditions. While interacting with community members and local leaders, it is expected that local culture, customs and traditions are respected.

**12. POINT OF CONTACT:** Elenita Lahens, HR Specialist  
Executive Office, USAID/Haiti  
Blvd 15 Octobre, Tabarre 41  
Port-au-Prince, Haiti  
Telephone: 011- (509) 2229-8000  
E-mail: elahens@usaid.gov

**II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION**

- a. **Education:** A Bachelor's Degree is required.



- b. **Work Experience:** A minimum of eight years of professional experience in public relations is required, at least one of which is with a U.S. government entity funding international development or economic assistance, or a private organization in this field funded by the U.S. government. Proven experience in disseminating information to a variety of target audiences is required, as is demonstrated expertise in designing and implementing effective public relations/communications campaigns directed at both closely targeted audiences and the general public. Experience in disseminating information on USAID programs/projects/activities is desirable.
- c. **Knowledge, Skills, and Abilities:** The successful candidate will have demonstrated the ability to craft information messages in various media formats (press releases, websites, stories, etc.), and targeting a variety of audiences. Furthermore, candidates will demonstrate outstanding coordination and organizational skills within multi-cultural work environments; the ability to manage multiple tasks simultaneously, and to work effectively under pressure; and, have demonstrated initiative and creativity. Candidates will be expected to show past experience in performing successfully at high levels, with minimal supervision and daily direction. Experience with international aid projects is desirable. The candidate will be expected to demonstrate a strong sense of initiative in media campaigns, special programs, press conferences, etc.
- d. **Communication proficiency and other:** The successful candidate will be native English speaker, with a high level of written and oral communication skills, interpersonal skills, and the ability to work in a closely knit team environment. The candidate will be expected to have superb computer skills and the ability to work in all Microsoft Office Suite applications. In addition, the incumbent must be comfortable using desktop publishing software, one or more website development applications, and Adobe Photoshop.

### III. EVALUATION AND SELECTION FACTORS (100 points)

Candidates will be evaluated and ranked based on the following selection criteria (maximum of 100 points):

- a. **Education (20 Points):**
- b. **Work Experience (30 Points):**
- c. **Knowledge, Skills, and Abilities (25 Points):**
- d. **Communication Proficiency (25 Points):**

### IV. APPLYING

**All of the following information must be included in the application package in order for the package to be considered complete:**

1. A signed cover letter of no more than 3 pages that demonstrates how the candidate's qualifications meet the work requirements;
2. A Curriculum Vitae which, at a minimum, describes education, latest experience and career achievements;
3. A completed and signed USPSC Application Form, [a302-3](#) (Offer or Information for Personal Services Contracts), which can be found at the following website, <https://www.usaid.gov/forms/>;
4. Names, current and accurate phone numbers, and email addresses of three professional references that have knowledge of the applicant's abilities to perform the duties set forth in the solicitation. USAID reserves the right to contact all references;

5. A signed written statement certifying the date and length of time for which the candidate is available for the position;
6. All correspondence and attachments must reference the Solicitation Number;
7. Application packages must be submitted electronically to [elahens@usaid.gov](mailto:elahens@usaid.gov) no later than 5:00 pm on April 27, 2017 (Haiti/Local Time).

**V. LIST OF REQUIRED FORMS FOR PSC HIRES**

Once the CO informs the successful applicant that he/she has been selected and as needed, the CO will provide the candidate with instructions to complete and submit the following forms.

1. Contractor Employee Biographical Data Sheet (AID 1420-17)
2. Questionnaire for Sensitive Positions for National Security (SF-86)
3. Finger Print Card (FD-258)

**VI. BENEFITS/ALLOWANCES**

As a matter of policy, and as appropriate, a PSC is normally authorized the benefits and allowances listed in this section.

A contractor meeting the definition of a U.S. Resident Hire PSC, shall be subject to U.S. Federal Income Tax (including differentials and allowances), but shall not be eligible for any fringe benefits except contributions for FICA, health insurance, and life insurance.)

1. BENEFITS:
  - (a) Employer's FICA Contribution
  - (b) Contribution toward Health & life insurance
  - (c) Pay Comparability Adjustment
  - (d) Annual Increase (pending satisfactory performance evaluation)
  - (e) Eligibility for Worker's Compensation
  - (f) Annual & Sick Leave
  - (g) Access to Embassy medical facilities, commissary and pouch mail service as per post policy
2. ALLOWANCES: (\*If applicable)  
Section numbers refer to rules from the [Department of State Standardized Regulations \(Government Civilians Foreign Areas\)](#)
  - (a) Temporary Quarter Subsistence Allowance (Section 120)
  - (b) Living Quarters Allowance (Section 130)
  - (c) Cost-of-Living Allowance (Chapter 210)
  - (d) Post Allowance (Section 220)
  - (e) Separate Maintenance Allowance (Section 260)
  - (f) Education Allowance (Section 270)
  - (g) Education Travel (Section 280)
  - (h) Post Differential (Chapter 500)
  - (i) Payments during Evacuation/Authorized Departure (Section 600), and
  - (j) Danger Pay Allowance (Section 650)



USPSCs are required to pay Federal Income Taxes, FICA, Medicare and applicable State Income Taxes.

**VIII. ACQUISITION & ASSISTANCE POLICY DIRECTIVES (AAPDs) AND CONTRACT INFORMATION BULLETINS (CIBs) PERTAINING TO PSCs**

AAPDs and CIBs contain changes to USAID policy and the PSC General Provisions in accordance with USAID regulations and contracts. These documents can be found at this website:

<http://www.usaid.gov/work-usaid/aapds-cibs>

Additionally, AIDAR Appendix D applies to PSCs and can be found at:

<http://www.usaid.gov/ads/policy/300/aidar>

USAID/Haiti expects to award a personal services contract for a US Citizen commencing as early as practically possible subject to security and medical clearances and funds availability. The duty post for this contract is Port-au-Prince, Haiti.

\*\*\*\* END OF SOLICITATION \*\*\*